

What is claimed is:

1. A computer-implemented method for facilitating user customization of the image content of an image area in an electronic product design, the method comprising  
displaying an electronic product design to a user, the design containing at least one or more image areas, each image area having a known height and width;  
allowing the user to select an image area for customization, and  
after user selection of an image area, displaying to the user  
an image, and  
a cropping indicator having the same ratio of height to width as the selected image area.
2. The method of claim 1 wherein the cropping indicator indicates the portion of the image currently associated with the selected image area.
3. The method of claim 2 further comprising allowing the user to modify the size of the cropping indicator.
4. The method of claim 3 wherein the user is prevented from changing the ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.
5. The method of claim 3 wherein, upon completion of a cropping indicator size modification, the displayed electronic product design is updated to incorporate the portion of the image indicated by the modified cropping indicator.
6. The method of claim 1 further comprising allowing the user to reposition the cropping indicator relative to the image.

7. The method of claims 6 wherein, upon completion of a cropping indicator repositioning, the electronic product design is updated to incorporate the portion of the image indicated by the repositioned cropping indicator.
8. The method of claim 1 wherein the image contains at least the image content of the selected image area.
9. The method of claim 1 further comprising allowing the user to select the image from a plurality of available images.
10. The method of claim 9 further comprising displaying the cropping indicator at a default location and size when the user selects an image from the plurality of available images.
11. A computer-implemented system for facilitating user customization of the image content of an image area in an electronic product design, the system comprising
  - means for displaying an electronic product design to a user, the design containing at least one or more image areas, each image area having a known height and width;
  - means for allowing the user to select an image area for customization, and
  - means, responsive to user selection of an image area, for displaying to the user an image, and
  - a cropping indicator having the same ratio of height to width as the selected image area.
12. The system of claim 11 wherein the cropping indicator indicates the portion of the image currently associated with the selected image area.
13. The system of claim 12 further comprising means for allowing the user to modify the size of the cropping indicator.

14. The system of claim 13 further comprising means for maintaining a fixed ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

15. The system of claim 13 further comprising means for updating the electronic product design upon completion of a cropping indicator size modification to incorporate the portion of the image indicated by the modified cropping indicator.

16. The system of claim 11 further comprising means for allowing the user to reposition the cropping indicator relative to the image.

17. The system of claims 16 further comprising means for updating the electronic product design upon completion of a cropping indicator size modification to incorporate the portion of the image indicated by the modified cropping indicator.

18. The system of claim 11 wherein the image contains at least the image content of the selected image area.

19. The system of claim 11 further comprising means for allowing the user to select the image from a plurality of available images.

20. The method of claim 19 further comprising means for displaying the cropping indicator at a default location and size when the user selects an image from the plurality of available images.